

AGENDA  
ADVERTISING AND PROMOTION COMMISSION  
August 8, 2011                      2:00 p.m.                      Fayetteville Town Center

- I.      Call to Order – Maudie Schmitt
  
- II.     Reports
  - A. Approval of Minutes for July 11, 2011 regular monthly meeting
  - B. Financial Report
    - 1. HMR Revenues – Marilyn Heifner
    - 2. Financial Statements - Keith Glass
    - 3. Update from City Attorney re: delinquent tax collection efforts – Kit Williams
  - C. Clinton House Museum Report -
  - D. Visitor Bureau Report – Shelly Walters
  - E. Town Center Report – Sandra Bennett
  - F. Executive Director Report – Marilyn Heifner
  - G. Advertising Agency Report – Mike Sells
  
- III.    Old Business
  
- IV.    New Business
  
- V.     Adjourn

**ADVERTISING AND PROMOTION COMMISSION  
REGULAR MEETING  
July 11, 2011**

**Commissioners Present:** Bill Lyle, Bob Davis, Lioneld Jordan, Hannah Mills, Maudie Schmitt and Justin Tennant.

**Commissioners Absent:** Brandon Karn

**Staff Present:** Marilyn Heifner, Sandra Bennett, Shelly Walters

**CALL TO ORDER**

Maudie Schmitt called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on July 11, 2011, at the Fayetteville Town Center at 2:00 p.m.

**MINUTES**

Minutes of the June 13 meeting should read "Update from the City Attorney – Collections from the City Prosecutors office of \$310 for the month (not year)." Moved by Davis, second by Tennant to approve the minutes of the June meeting as corrected. Motion carried.

**FINANCIAL REPORT**

HMR Revenue – Collections for the month of June were \$205,700, an 11.57% increase. Year to date increase is 4.61%, with a total of \$1,088,501.

Financials – Keith Glass reviewed May financials. All expenses are in line with budgets. Davis moved to accept financials, second by Tennant. Motion carried.

Update from the City Attorney – Kit Williams reported that City Prosecutor collected \$7,725.13 in overdue HMR taxes in June . He pointed out that cases on the list which had no delinquent balance were those the Prosecutor was seeking fines owed for delinquent taxes.

**CLINTON HOUSE MUSEUM**

Activities of the Clinton House Museum were varied and brought an increase in the number of visitors seeing the house. The house was used as a pre-event party site for Wal-Mart Shareholders meeting. America in Bloom judges had breakfast and toured the house. Central's Center for Children brought a large group of elementary aged children for a scavenger hunt.

**CONVENTION VISITORS BUREAU**

We mailed out 399 visitors guides in response to inquiries for June. This number is down but May was more than double previous months due to a large batch on May 27.

The Visitors Center had over \$6300 in sales and 1463 visitors. The spending per visitor is up to \$4.32 year to date from \$2.25 last year.

The Hawg Showcase produced 1,251 room nights for Fayetteville the week of June 9-12. The week of June 19-25 was very busy for downtown. We had 1500 coaches in town for Coaches Clinic and the All-Star games as well as 300 teachers meeting at the Town Center for the UA Literacy Symposium. Julie helped host a motor coach FAM trip the last week of June with 38 tour operators from Oklahoma. She has booked two tours for 2012 already from the trip. I will be attending the ASAE conference next week in Branson.

The CVB has 15,166 Facebook fans and 807 followers on Twitter.

#### **TOWN CENTER**

Sales (returned contracts) were up 108% over last year June. Collections were up 99% (\$28,863.76) same month. Average sales per event were up 108% as well. Town Center staff has reached 45% of the yearly goal.

#### **EXECUTIVE DIRECTOR REPORT**

Marilyn presented a 6 month status update for commissioners. (See attached) has been working with Griffon, the army publication that goes to all soldiers. Fayetteville will be featured in the July issue. All military read this publication, so we expect to get some soldiers here on leave after their overseas tour.

The roof at the CVB was replaced and insurance covered most of the replacement cost. It was damaged by the hail. Marilyn and the CVB will work with a Video promotions course for short YouTube videos to put on our website. We currently have 4 interns from the Advertising and P. R. curriculum.

Travel writer Suzanne Corbett's article on the Civil War in NWA will appear in Southern Traveler in September.

A Veteran's Day parade has been scheduled for Nov. 11 around the Fayetteville square. A car show will be held at the same time.

The Fayetteville Farmer's Market has been nominated for one of American's favorite Farmer's Markets. Voting will continue from June 1 until August 31.

#### **ADVERTISING AGENCY**

Mike Sells reported that the Fayetteville Guide would arrive Thursday. He reviewed snapshots of traffic on our websites. June visits on experiencefayetteville.com website were up 54% and year to date visits are up 28%.

#### **OLD BUSINESS**

##### **BONDS FOR WALTON ARTS CENTER PROJECT –**

Tennant started discussion indicating that it was an important time for the entertainment district and it was advantageous for us a partnership with the University. Fayetteville has a proven commitment to the arts and he felt that it was time to send the bond proposal to the council for debate. Ultimately, the decision will rest in the hands of the voters. He said he had received enough information to send the proposal to the council.

Davis wanted to wait for the Schuler report (60-90 days away). He said he thought the Schuler report would tell us what WAC wants and needs. He wanted to be up front with everything we have. When the original proposal was given to the WAC, the A & P Commission had never seen it.

The Mayor said he thought it was okay to wait for the Schuler report and reconsider this at the September meeting.

Schmitt said if we are going to give it our stamp of approval, we need all the information then we stand a better chance of sending it to the public.

Lyle said he supports WAC but wants it to be successful and needs more information.

Mills said she was personally struggling with the idea, but was okay with it going through for a public vote.

The Mayor will place it on the agenda when the Schuler report comes in.

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner  
Executive Director

#### **CLINTON HOUSE MUSEUM**

- Attendance - 148% increase over 2010

- Increased inventory and revenue in gift shop

  - Exclusive dealer of law school tee shirts

- Increased revenue from events and private parties

- Bus tours - 300% increase

- Property improvements

  - trim and windows painted

  - installation of gutters and painting of Carriage House

  - Iron handrails installed for ADA

- Flag pole installed

- Joined American Museum Association and attended Arkansas Museum Association meeting

- Redesigned Museum brochure to include President's visit

- New Historic Register brochure

- Signage added reflecting street name change

- First Ladies Garden - expanded to west side of house, sprinkler system

New exhibits on former property owners

## **TOWN CENTER**

100 events generating \$185,131,47in revenue

incidental sales up 61.5%

collections have gone from a 29% deficit to a 5% deficit for the year

Upgraded Room Viewer software and EMS, booking software

Developed two catering meus establishing FTC as full service facility

Remodeling

Installation of new carpet

Painting of facility

New chairs

New lobby

lighting

New projectors with ligher lumens

Wall touch panels and remote touch panels installed

New screen in Mockingbird

Team of 5 part time event managers trained

Received GreenWay certification after environmental sustainability assessment

Community involvement

Artist of the month featured

Gallery opening reception each First Thursday

Fayetteville Art Festival being revived

Social Media up

## **CVB**

Five year strategic plan for meetings market

Distributed 6,000+ visitor guides through residence halls

Group Tours

24 tours (35 goal in 2011)

New tours - John Butterfield & Louise Thaden

One stop shop for tour operators

Trade shows - utilization of those memberships to promote Fayetteville

American Bus Assocaition

Travel South

Bank Travel

Governor's conference on Tourism

Branson Area Receptive Association - monthly

Hub and spoke from Little Rock to Fayetteville - 5 day itinerary

Rookie Red

Bachelor - Will you accept this bluebird?

Sports

NASC conference & Symposium

Little Rock Marathon Expo

Sports promoter meeting to build relationships and cooperation

AAO

Diamond Skills Baseball

Arkansas Activities Association

All Sports Productions

Fayetteville Youth Baseball

UA Athletics

Housing bureau for Hawg Showcase and 16U World Series

Hawg - 55 teams, 2500 participants, 9 hotels, 1300 room nights, \$600,000 economic impact

#### Visitor Center

Total sales - \$23,515.12 - a 177.29% increase (YTD 2010 - \$8,480.29)

Total visitors - 5,432 - 45% increase (2010 YTD - 3,762)

Per visitor expenditure - \$4.33 per person ( \$2.25 YTD 2010)

Expected to surpass 2010 sales by \$20,000

First Thursday - event expanded to 2 streets, Kids Zone, Town Center plaza, sponsors

#### Communications

New First Thursday logo, website and branding materials

Updated Downtown Fayetteville map and listings

15,000+ Fayetteville, AR facebook fans

800+ Twitter followers

New Restaurant Week logo and website

Brochures - Historic Walking Tour, All Season's Trail, Trails brochure, Gallery Guide

Fayetteville Guide will be delivered on Wednesday

#### Overall

HMR increased - hotels up \$4,200, restaurants up \$14,433

We have 4 interns from the UA Journalism for summer

VOCUS - public relations and marketing tool

Successful hospitality summit with the UA Hospitality department

Staff competed in Arkansas Jeopardy

Keep Arkansas Beautiful and Arkansas Parks and Tourism Commissions met here

America in Bloom Judges were here in June - Fayetteville will host in 2012

### **CLINTON HOUSE MUSEUM**

Attendance - 148% increase over 2010

Increased inventory and revenue in gift shop

Exclusive dealer of law school tee shirts

Increased revenue from events and private parties

Bus tours - 300% increase

Property improvements

trim and windows painted

installation of gutters and painting of Carriage House

Iron handrails installed for ADA

Flag pole installed  
Joined American Museum Association and attended Arkansas Museum Association meeting  
Redesigned Museum brochure to include President's visit  
New Historic Register brochure  
Signage added reflecting street name change  
First Ladies Garden - expanded to west side of house, sprinkler system  
New exhibits on former property owners

## **TOWN CENTER**

100 events generating \$185,131,471 in revenue  
    incidental sales up 61.5%  
    collections have gone from a 29% deficit to a 5% deficit for the year  
Upgraded Room Viewer software and EMS, booking software  
Developed two catering menus establishing FTC as full service facility  
Remodeling  
    Installation of new carpet  
    Painting of facility  
    New chairs  
    New lobby  
    lighting  
    New projectors with higher lumens  
    Wall touch panels and remote touch panels installed  
    New screen in Mockingbird  
Team of 5 part time event managers trained  
Received GreenWay certification after environmental sustainability assessment  
Community involvement  
    Artist of the month featured  
    Gallery opening reception each First Thursday  
    Fayetteville Art Festival being revived  
Social Media up

## **CVB**

Five year strategic plan for meetings market  
Distributed 6,000+ visitor guides through residence halls  
Group Tours  
    24 tours (35 goal in 2011)  
    New tours - John Butterfield & Louise Thaden  
    One stop shop for tour operators  
    Trade shows - utilization of those memberships to promote Fayetteville  
        American Bus Association  
        Travel South  
        Bank Travel

	<p>Governor's conference on Tourism</p> <p>Branson Area Receptive Association - monthly</p> <p>Hub and spoke from Little Rock to Fayetteville - 5 day itinerary</p> <p>Rookie Red</p> <p>Bachelor - Will you accept this bluebird?</p>
Sports	<p>NASC conference &amp; Symposium</p> <p>Little Rock Marathon Expo</p> <p>Sports promoter meeting to build relationships and cooperation</p> <p>AAO</p> <p>Diamond Skills Baseball</p> <p>Arkansas Activities Association</p> <p>All Sports Productions</p> <p>Fayetteville Youth Baseball</p> <p>UA Athletics</p> <p>Housing bureau for Hawg Showcase and 16U World Series</p> <p>Hawg - 55 teams, 2500 participants, 9 hotels, 1300 room nights, \$600,000 economic impact</p>
Visitor Center	<p>Total sales - \$23,515.12 - a 177.29% increase (YTD 2010 - \$8,480.29)</p> <p>Total visitors - 5,432 - 45% increase (2010 YTD - 3,762)</p> <p>Per visitor expenditure - \$4.33 per person ( \$2.25 YTD 2010)</p> <p>Expected to surpass 2010 sales by \$20,000</p> <p>First Thursday - event expanded to 2 streets, Kids Zone, Town Center plaza, sponsors</p>
Communications	<p>New First Thursday logo, website and branding materials</p> <p>Updated Downtown Fayetteville map and listings</p> <p>15,000+ Fayetteville, AR facebook fans</p> <p>800+ Twitter followers</p> <p>New Restaurant Week logo and website</p> <p>Brochures - Historic Walking Tour, All Season's Trail, Trails brochure, Gallery Guide</p> <p>Fayetteville Guide will be delivered on Wednesday</p>
Overall	<p>HMR increased - hotels up \$4,200, restaurants up \$14,433</p> <p>We have 4 interns from the UA Journalism for summer</p> <p>VOCUS - public relations and marketing tool</p> <p>Successful hospitality summit with the UA Hospitality department</p> <p>Staff competed in Arkansas Jeopardy</p> <p>Keep Arkansas Beautiful and Arkansas Parks and Tourism Commissions met here</p> <p>America in Bloom Judges were here in June - Fayetteville will host in 2012</p>



Advertising and Promotion Commission  
For month of July 2011

Current Year HMR Collected (2120.0912.4101.00)	\$ 205,201.63
Prior Year Collected (2120.0912.4101.01)	\$ 236.18
First Security Investment Interest Revenue (2120.0912.4708.00)	\$ 1,113.97
Total Revenues	<hr/> \$ 206,551.78
Annual Bond Audit Expense (2120.9120.7602.60)	\$ -
Collection Expense (2120.9120.5333.00)	\$ (4,108.76)
Bank of OK Quarterly Fee (2120.9120.5712.00)	
Town Center Bond Payment (2120.9120.5712.00)	\$ (56,304.00)
2008 Property Taxes on Town Center (2120.9120.7602.60)	
Total Expenses	<hr/> \$ (60,412.76)
Total Check to A&P	<hr/> <hr/> \$ 146,139.02

*~ This report represents HMR collections through the end of the month.  
These figures may include past due amounts.*

**City of Fayetteville, Arkansas**  
**Monthly HMR Tax Collections 2008-2011**

	2008 Total HMR Taxes	2009 Total HMR Taxes	2009 Change Over Prior Year	2010 Total HMR Taxes	2010 Change Over Prior Year	2011 Total HMR Taxes	2011 Change Over Prior Year
January	\$174,005	\$166,214	-4.48%	\$166,645	0.00%	\$179,546	7.74%
February	\$158,693	\$167,141	5.32%	\$143,940	-13.88%	\$158,037	9.80%
March	\$172,804	\$180,027	4.18%	\$172,662	-4.09%	\$169,093	-2.06%
April	\$183,672	\$191,542	4.28%	\$187,730	-2.00%	\$187,976	0.00%
May	\$175,064	\$190,320	8.71%	\$185,096	-2.74%	\$188,149	1.65%
June	\$194,447	\$190,237	-2.17%	\$184,371	-3.08%	\$205,700	11.57%
July	\$188,253	\$180,944	-3.88%	\$196,323	0.08%	\$205,438	4.60%
August	\$174,648	\$167,897	-3.87%	\$180,741	7.65%		
September	\$190,244	\$176,463	-7.24%	\$184,471	4.54%		
October	\$187,125	\$189,728	1.39%	\$195,169	2.87%		
November	\$197,814	\$190,887	-3.50%	\$213,494	11.84%		
December	\$174,682	\$174,568	0.00%	\$171,511	-0.18%		
<b>Total</b>	<b>\$ 2,171,451</b>	<b>\$2,165,969</b>	<b>0.00%</b>	<b>\$2,182,155</b>	<b>0.75%</b>	<b>\$1,293,939</b>	<b>4.62%</b>



## Keith M. Glass, CPA

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### Accountant's Compilation Report

503 Pitman P.O. Box 268  
Prairie Grove 72753  
(479) 846-3424  
fax (479) 846-4314

To Commission Members,

I have compiled the accompanying statements of assets, liabilities, and capital arising from transactions of Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum as of June 30, 2011 and the related statements of revenue and expenses for the period then ended, and six months then ended and the period then ended last year, and six months then ended last year, and the related Statement of budget, revenue and expenses for the month then ended. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide assurance about whether the financial statements are in accordance with the modified accrual basis of accounting. The financial statements have been prepared on the modified cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles.

Management (Owners) is(are) responsible for the presentation and fair presentation of the financial statements in accordance with the modified cash basis of accounting and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements arising from modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's asset, liabilities, equity, revenue, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum.

Keith M. Glass, CPA

Date

Fayetteville A&P Commission  
Statement of Assets, Liabilities & Equity - Modified Cash Basis  
June 30, 2011

ASSETS

Current Assets		
CVB Cash in Register	\$	100.00
CHM Cash in Register		100.00
Arvest A&P General #4856		49,805.87
1st Security A&P General #8714		419,792.25
1st Sec Fay Town Ctr #8722		116,160.90
1st Sec. Clinton House #8749		40,260.44
1st Sec. Conv Visitor #8730		92,046.18
Arvest Payroll Account #4636		12,975.87
Accounts Receivable		18.48
Due From Other Funds		8,114.47
Investments		1,804,376.12
Investment Adj to Market		10,057.07
		<hr/>
Total Current Assets		2,553,807.65
Property and Equipment		
Furniture and Fixtures		41,952.36
Equipment		179,689.91
Leasehold Improvements		45,775.99
CVB Building		930,569.02
CVB Land		198,621.00
Building Additions		318,677.24
Accum. Depreciation		(339,396.50)
		<hr/>
Total Property and Equipment		1,375,889.02
Other Assets		
		<hr/>
Total Other Assets		0.00
		<hr/>
Total Assets	\$	<u>3,929,696.67</u>

LIABILITIES AND CAPITAL

Current Liabilities		
Accrued Expenses	\$	(13,001.11)
Aflac		188.46
Colonial Life & Acc Ins Payabl		75.22
Federal Payroll Taxes Payable		9,767.35
FUTA Tax Payable		732.93
State Payroll Taxes Payable		1,472.24
SUTA Payable		(1,475.01)
Employee Benefits Payable		12.34
Due to Other Funds		4,089.99
Due to Town Center		4,142.40
		<hr/>
Total Current Liabilities		6,004.81
Long-Term Liabilities		
		<hr/>
Total Long-Term Liabilities		0.00
		<hr/>

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statement of Assets, Liabilities & Equity - Modified Cash Basis  
June 30, 2011

Total Liabilities		6,004.81
Capital		
Beginning Balance Equity	3,879,562.33	
Unrestricted Fund Balance	281,937.74	
Restricted Fund-540 Film Grant	221.53	
Retained Earnings	225.00	
Net Income	<u>(238,254.74)</u>	
Total Capital		<u>3,923,691.86</u>
Total Liabilities & Capital	\$	<u>3,929,696.67</u>

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statements of Revenue & Expenses - Modified Cash Basis  
For the Month and Six Months Ending June 30, 2011

	Current Month		Year to Date	
Revenues				
HMR Tax Revenue	\$ 205,675.72	82.35	\$ 1,076,077.24	72.19
Prior Year HMR Tax Revenue	24.00	0.01	12,423.33	0.83
Rental Income	28,517.67	11.42	194,004.15	13.02
Other Income	3,750.00	1.50	9,880.00	0.66
Parking Revenue	348.00	0.14	2,804.00	0.19
Parking Lease	0.00	0.00	5,542.35	0.37
Gift Shop Sales	377.00	0.15	2,123.94	0.14
Visitor Store	6,197.56	2.48	23,929.73	1.61
Partnership Income	0.00	0.00	4,400.00	0.30
Admission Revenue	327.00	0.13	2,723.54	0.18
Special Projects	0.00	0.00	6,955.00	0.47
Interest Income Investments	1,113.97	0.45	7,216.15	0.48
Interest Income Checking	421.64	0.17	2,713.96	0.18
Visitor Guide Ad Income	3,000.00	1.20	12,075.00	0.81
Hospitality Summit	0.00	0.00	180.00	0.01
Fee Refunds	0.00	0.00	(2,525.00)	(0.17)
Transfer In	0.00	0.00	130,000.00	8.72
Total Revenues	249,752.56	100.00	1,490,523.39	100.00
Cost of Sales				
Clinton House Gift Shop	1,555.43	0.62	3,161.41	0.21
Total Cost of Sales	1,555.43	0.62	3,161.41	0.21
Gross Profit	248,197.13	99.38	1,487,361.98	99.79
Expenses				
Signage- Tourism	3,122.00	1.25	6,669.79	0.45
Credit Card Discounts	666.42	0.27	2,961.73	0.20
Bank Charges	15.93	0.01	374.01	0.03
Parking Expense	100.00	0.04	665.00	0.04
Advertising & Marketing	139,941.37	56.03	294,558.10	19.76
Brochures	8,681.28	3.48	69,889.41	4.69
Accounting & Legal Fees	650.00	0.26	3,980.00	0.27
Office Expense	1,544.94	0.62	7,940.85	0.53
Visitor Store Exp	4,235.85	1.70	19,037.40	1.28
Insurance & Health Benefits	4,827.87	1.93	26,508.88	1.78
408 (P) Company Match	908.16	0.36	4,855.02	0.33
Car Allowance	300.00	0.12	1,650.00	0.11
Telephone Expense	676.64	0.27	4,516.44	0.30
Postage and Shipping Expense	3,000.00	1.20	7,227.07	0.48
Tracking Software	0.00	0.00	1,695.00	0.11
Material & Supplies	0.00	0.00	563.76	0.04
Rent	0.00	0.00	12,000.00	0.81
Maintenance/Lawn	75.00	0.03	125.00	0.01
Repairs & Maintenance Expense	21,828.40	8.74	83,394.39	5.59
Kamensky Fountain Maintenance	2,428.76	0.97	3,634.40	0.24
Linens	1,549.13	0.62	9,839.36	0.66
Publications & Dues	0.00	0.00	3,055.00	0.20
Travel/Training Expense	5,080.78	2.03	19,327.50	1.30
Taxes & Licenses	500.00	0.20	3,967.23	0.27
Collections Expense	4,113.99	1.65	21,770.01	1.46
Payroll Tax Expense	2,753.22	1.10	19,937.89	1.34

See Accountants' Compilation Report

Fayetteville A&P Commission  
Statements of Revenue & Expenses - Modified Cash Basis  
For the Month and Six Months Ending June 30, 2011

	Current Month		Year to Date	
Convention Development	7,268.22	2.91	24,912.41	1.67
Research Expense	0.00	0.00	475.00	0.03
Contract Labor	5,230.99	2.09	26,536.99	1.78
Wages Expense	34,799.82	13.93	192,193.00	12.89
Electricity Utility	11,794.01	4.72	29,743.62	2.00
Gas Utility	520.44	0.21	8,770.62	0.59
Water Utility	1,286.37	0.52	4,572.03	0.31
Cable	534.68	0.21	3,050.25	0.20
Recycling	0.00	0.00	929.10	0.06
Security	741.85	0.30	2,287.32	0.15
Airport Advertising	0.00	0.00	1,485.00	0.10
Minor Equipment	1,986.15	0.80	15,702.95	1.05
Minor Equipment Capitalized	112,536.30	45.06	112,536.30	7.55
Airport Info Booth	0.00	0.00	1,200.00	0.08
All Star Games	0.00	0.00	47,250.00	3.17
Saturday of Champions	6,198.50	2.48	6,198.50	0.42
DECA	0.00	0.00	1,827.75	0.12
Square Gardens	0.00	0.00	281.65	0.02
Dickson St Special Project	0.00	0.00	900.00	0.06
Joe Martin	0.00	0.00	2,500.00	0.17
Bikes, Blues, & Hot Rods	445.00	0.18	445.00	0.03
LOTO Special Project	0.00	0.00	8,508.90	0.57
Arts Live Theatre	0.00	0.00	1,000.00	0.07
Misc Special Project	21,550.78	8.63	132,093.09	8.86
Bond Payments-Town Center	56,304.00	22.54	337,824.00	22.66
Trustee Expense	0.00	0.00	2,250.00	0.15
Transfer OUT	0.00	0.00	130,000.00	8.72
Total Expenses	468,196.85	187.46	1,725,616.72	115.77
Net Income	\$ (219,999.72)	(88.09)	\$ (238,254.74)	(15.98)

Clinton House Museum  
 Stmt of Budget, Revenue and Expenses - Modified Cash Basis  
 Month End June 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Transfer from A&P	72,071.00	72,071.00	30,235.00	41,836.00	42,071.00		60,000.00
Admission	6,000.00	3,000.00	2,831.86	3,168.14	500.00	327.00	2,766.20
Special Events		-	-	-			
Gift Shop Sales	5,000.00	2,496.00	2,334.49	2,665.51	416.00	410.24	2,274.48
Interest	144.00	72.00	69.79	74.21	12.00	20.52	45.24
Other Income		-	960.00	(960.00)		600.00	20.07
<b>Total</b>	<b>83,215.00</b>	<b>77,639.00</b>	<b>36,431.14</b>		<b>42,999.00</b>	<b>1,357.76</b>	<b>65,105.99</b>
<b>Expenses</b>							
Salary+Benefits	35,865.00	16,950.00	15,387.48	20,477.52	2,825.00	2,815.00	14,896.52
Payroll Tax Exp	2,870.00	1,356.00	1,345.12	1,524.88	226.00	202.77	1,333.88
Insurance-Health	4,025.00	2,010.00	2,535.74	1,489.26	335.00	431.96	1,662.01
401K Match	975.00	468.00	423.80	551.20	78.00	77.26	337.50
Rent	24,000.00	12,000.00	12,000.00	12,000.00			12,000.00
Utilities-\$3690		-	-	-			
Water	1,000.00	275.00	345.92	654.08	65.00	77.42	268.26
Gas	1,345.00	811.00	898.50	446.50	50.00	27.73	797.37
Electricity	1,060.00	321.00	382.92	677.08	55.00	104.85	388.37
Telephone Actual	1,250.00	630.00	629.03	620.97	105.00	106.45	521.90
Materials & Supplies	1,100.00	500.00	1,425.58	(325.58)	100.00	330.54	490.05
Credit Card Discounts	750.00	365.00	352.39	397.61	60.00	52.02	242.25
Bank Charges		-	-	-			
Security	275.00	132.00	109.25	165.75	22.00	21.85	131.10
Maintenance/Lawn	500.00	300.00	125.00	375.00	50.00	75.00	210.00
Repair/Maintenance	1,000.00	400.00	4,543.88	(3,543.88)			108.16
Sales Tax	500.00	225.00	795.39	(295.39)	45.00		172.00
Special Projects	1,000.00	500.00	667.52	332.48		667.52	
Publications/Dues	200.00	-	100.00	100.00			104.27
Travel/Training	500.00	500.00	562.30	(62.30)			194.99
Gift Shop Items	5,000.00	2,500.00	3,161.41	1,838.59		1,555.43	1,378.59
<b>Total</b>	<b>83,215.00</b>	<b>40,243.00</b>	<b>45,791.23</b>		<b>4,016.00</b>	<b>6,545.80</b>	<b>35,237.22</b>

See Accountants' Compilation Letter



Conversion Visitors Bureau  
 Stmt of Budget, revenue and Expense - Modified Cash Basis  
 Month Ending June 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Transfer from A&P	313,431.24	250,000.00	100,000.00	213,431.24	125,000.00		250,000.00
Interest	600.00	300.00	145.15	454.85	50.00	54.21	280.14
Partnership Dues	6,000.00	2,800.00	4,400.00	1,600.00			5,000.00
Travel Hero	3,000.00	1,000.00	-	3,000.00			
Vist. Ctr. Store	30,000.00	11,500.00	23,896.49	6,103.51	2,500.00	6,164.32	8,647.91
Special Projects		-	5,675.00	(5,675.00)			
First Thursday	5,000.00	3,000.00	385.00	4,615.00	400.00		300.00
Dickson St	1,500.00	1,000.00	-	1,500.00			
Film Festival		-	-	-			
Premeir Baseball		-	-	-			
Other Income		-	3,350.00	(3,350.00)			4,075.00
<b>Total</b>	<b>359,531.24</b>	<b>269,600.00</b>	<b>137,851.64</b>		<b>127,950.00</b>	<b>6,218.53</b>	<b>268,303.05</b>
<b>Expenses</b>							
Salary+Benefits	183,608.00	87,000.00	79,535.46	104,072.54	14,500.00	14,583.00	92,193.33
Payroll Tax Exp	14,688.00	7,344.00	6,994.47	7,693.53	1,224.00	1,174.79	8,056.28
Insurance-Health	25,362.00	11,550.00	10,753.22	14,608.78	2,250.00	1,704.74	10,043.66
401K Match	5,508.24	2,754.00	2,086.39	3,421.85	459.00	340.28	1,917.80
Telephone	5,000.00	2,496.00	2,369.73	2,630.27	416.00	570.19	1,783.63
Electricity	4,620.00	2,180.00	1,762.60	2,857.40	385.00	356.78	2,044.78
Water	650.00	330.00	325.06	324.94	55.00	118.86	235.14
Conv & Tourism Develop	40,000.00	23,950.00	15,012.13	24,987.87	2,700.00	2,851.14	11,900.53
Travel & Training	32,385.00	17,320.00	18,565.20	13,819.80	100.00	4,980.78	17,710.19
Publications/Dues	3,810.00	2,660.00	2,205.00	1,605.00			2,802.00
Repair/Maintenance	2,000.00	1,200.00	5,415.22	(3,415.22)	400.00	17,807.35	296.01
Office Supp/Printing	12,000.00	6,000.00	2,864.03	9,135.97	500.00	787.43	4,369.24
Tracking Sftware/Maint	2,000.00	2,000.00	1,695.00	305.00			1,695.00
Credit Card Discounts	1,000.00	500.00	1,026.59	(26.59)	100.00	377.49	382.41
Taxes & Licenses(ASCAF	300.00	300.00	405.34	(105.34)			493.68
Visitor Ctr Store Itms	20,000.00	12,000.00	19,037.40	962.60	1,500.00	4,235.85	3,493.00
Education Reimbursement		-	-	-			
Bank Charges		-	182.85	(182.85)			
Parking Expense	1,200.00	600.00	600.00	600.00	100.00	100.00	600.00
Advertising & Marketing		-	262.08	(262.08)		262.08	1,150.00
Special Project		-	10,322.81	(10,322.81)			1,434.63
First Thursday	3,900.00	1,800.00	-	3,900.00	500.00		
Dickson St	1,500.00	1,000.00	-	1,500.00			
Minor Equipment		-	7,996.43	(7,996.43)		1,001.82	
Premier Baseball		-	-	-			2,835.00
Sales Tax		-	-	-			
Depreciation Expense		-	-	-			
Research Exp		-	475.00	-			
<b>Total</b>	<b>359,531.24</b>	<b>182,984.00</b>	<b>189,892.01</b>		<b>25,189.00</b>	<b>51,252.58</b>	<b>165,436.31</b>

See Accountants' Compilation Letter

Fayetteville Town Center  
Stmnt of Budget, Revenue and Expense- Modified Cash Basis  
Month Ending June 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
Rental Incl Service							
Actual 11	394,880.00	188,614.00	174,521.65	220,358.35	22,680.00	25,167.67	179,929.30
Interest - Checking	480.00	240.00	296.10	183.90	40.00	52.63	232.07
Parking Revenue		-	3,867.23	(3,867.23)		348.00	
Daily	7,000.00	4,380.00	1,234.00	5,766.00	771.00		3,632.00
Leases	10,000.00	7,224.00	6,420.12	3,579.88		3,200.00	9,528.22
Sales Tax Exp	(3,500.00)	(1,302.00)	(377.50)	(3,122.50)	(333.00)		(2,070.54)
Special Projects	10,000.00	-	-	10,000.00			
Misc Revenue		-	-	-			12,461.25
Transfer		-	-	-			
<b>Total</b>	<b>418,860.00</b>	<b>199,156.00</b>	<b>185,961.60</b>		<b>23,158.00</b>	<b>28,768.30</b>	<b>203,712.30</b>
<b>Expenses</b>							
Salary+Benefits	156,379.00	74,796.00	60,843.43	95,535.57	12,466.00	10,975.17	56,799.80
Commissions		-	-	-			11,586.70
Contract Labor	1,500.00	750.00	9,676.99	(8,176.99)	125.00	2,240.99	6,010.80
Payroll Taxes	12,510.00	6,150.00	5,330.37	7,179.63	1,025.00	848.54	5,869.18
Credit Card Discounts	3,000.00	1,500.00	1,582.75	1,417.25	250.00	236.91	1,434.18
Insurance	19,827.60	9,488.00	10,056.30	9,771.30	1,722.00	1,824.54	7,940.30
408K Match	4,691.37	2,248.00	1,250.46	3,440.91	407.00	290.62	1,326.30
Utilities		-	-	-			
Water	6,225.00	2,800.00	3,901.05	2,323.95	450.00	1,090.09	2,784.99
Phone	720.00	360.00	1,517.68	(797.68)	60.00		4,527.77
Electricity	64,741.00	30,096.00	27,540.36	37,200.64	4,752.00	11,332.38	24,764.82
Gas	11,969.00	8,876.00	7,893.97	4,075.03	233.00	492.71	7,869.89
Cable	5,400.00	2,700.00	3,050.25	2,349.75	450.00	534.68	536.34
Recycle Dumpster	1,980.00	990.00	929.40	1,050.60	165.00		330.56
Postage	500.00	300.00	109.99	390.01			410.29
Minor Equipment		-	3,159.24	(3,159.24)			
Office Expense	6,000.00	3,050.00	3,445.97	2,554.03	490.00	130.55	1,690.95
Linens	25,000.00	12,498.00	9,839.36	15,160.64	2,083.00	1,549.13	11,477.56
Outside Laundry							
Repairs & Maintenance	60,750.00	23,000.00	38,179.11	22,570.89	3,000.00	3,066.70	37,409.54
Advertising & Promo	3,000.00	1,750.00	926.64	2,073.36		66.35	1,131.14
Travel/Training	3,000.00	1,000.00	-	3,000.00			2,500.00
Building Insurance	9,000.00	-	-	9,000.00			
Taxes & Licenses	4,000.00	3,500.00	3,000.00	1,000.00	1,500.00	500.00	500.00
Special Projects	10,000.00	5,000.00	8,297.89	1,702.11		631.88	9,404.20
Misc	3,667.03	2,667.03	65.00	3,602.03			451.99
Bank Charges		-	-	-			
Security	5,000.00	2,100.00	2,156.22	2,843.78	400.00	720.00	2,027.41
Depreciation Eps		-	112,536.30			112,536.30	
		-	-	-			
<b>Total</b>	<b>418,860.00</b>	<b>195,619.03</b>	<b>315,288.73</b>		<b>29,578.00</b>	<b>149,067.54</b>	<b>198,784.71</b>

See Accountants' Compilation Letter

Fayetteville A1 Commission  
 Stmt of Budget, Revenue and Expense-Modified Cash Basis  
 Month Ending June 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
<b>Revenue</b>							
HMR Tax Revenue	2,171,850.00	1,088,361.00	1,076,077.24	1,095,772.76	190,717.00	205,675.72	1,022,310.69
Prior Year HMR Tax Rev		-	12,423.33	(12,423.33)		24.00	17,513.27
Interest	35,000.00	17,504.00	7,216.15	27,783.85	2,916.00	1,113.97	17,916.90
Visitor Guide ads	15,000.00	15,000.00	12,075.00	2,925.00	7,500.00	3,000.00	9,250.00
Misc Income	17,000.00	17,000.00	4,045.00	12,955.00		550.00	6,823.51
Health Reimbursemen	4,893.41	2,441.59	-	4,893.41	407.00		
Rental Income		-	16,525.00	(16,525.00)		2,750.00	16,173.00
Interest Inc Checking	1,500.00	750.00	2,202.92	(702.92)	125.00	294.28	605.17
<b>Total</b>	<b>2,245,243.41</b>	<b>1,141,056.59</b>	<b>1,130,564.64</b>		<b>201,665.00</b>	<b>213,407.97</b>	<b>1,090,592.54</b>
<b>Expenses</b>							
Unrealized Gain/Loss							
Town Center Fund	675,548.64	336,972.00	337,824.00	337,724.64	56,162.00	56,304.00	335,696.46
Bond Audit Exp	2,000.00	-	-	2,000.00			
Bond Paying Agent Fe	6,000.00	3,000.00	2,250.00	3,750.00			2,250.00
Workman's Comp Ins	2,600.00	-	-	2,600.00			
Collection Exp	43,437.00	21,765.00	21,770.01	21,666.99	3,814.00	4,113.99	20,796.48
Transfer to CVB	313,431.24	200,000.00	100,000.00	213,431.24			250,000.00
Transfer to Clinton Ho	72,071.00	60,000.00	30,000.00	42,071.00	30,000.00		60,000.00
Peace Fountain Maint	10,000.00	4,998.00	1,205.64	8,794.36	833.00		3,160.09
Contract Labor		-	16,500.00	(16,500.00)		2,750.00	16,500.00
Salaries	81,653.00	40,824.00	36,666.63	44,986.37	6,804.00	6,666.65	34,377.02
Payroll Tax Exp	7,348.77	3,672.00	6,267.93	1,080.84	612.00	527.12	3,063.30
Insurance-Health	10,953.51	5,280.00	3,164.12	7,789.39	880.00	866.63	(150.17)
401K Match	2,449.59	1,200.00	1,094.37	1,355.22	200.00	200.00	963.70
Car Allowance	3,600.00	1,800.00	1,650.00	1,950.00	300.00	300.00	1,650.00
Advertising & Marketin	400,000.00	175,000.00	293,369.38	106,630.62	35,000.00	139,612.94	143,311.25
Airport Info Booth	5,200.00	3,600.00	1,200.00	4,000.00	1,200.00		2,400.00
Airport Advertising	6,000.00	3,000.00	1,485.00	4,515.00	1,500.00		2,970.00
Brochures	150,000.00	74,000.00	69,889.41	80,110.59	40,000.00	8,681.28	88,394.15
Website Update	5,000.00	5,000.00	-	5,000.00	5,000.00		

See Accountants' Compilation Letter

Fayetteville A2 Commission  
 Stmtnt of Budget, Revenue and Expense-Modified Cash Basis  
 Month Ending June 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
Signage- Tourism	10,000.00	6,100.00	6,457.26	3,542.74	400.00	3,122.00	6,694.66
Publication & Dues	2,045.00	1,025.00	750.00	1,295.00			1,279.95
Travel/Training	5,000.00	3,000.00	200.00	4,800.00		100.00	2,535.22
Recycling		-	-	-			661.12
Office Sup & Printing	1,000.00	600.00	769.03	230.97	100.00	296.42	1,048.57
Postage	20,000.00	9,000.00	7,117.08	12,882.92	500.00	3,000.00	10,926.40
Professional Services	7,500.00	3,750.00	3,980.00	3,520.00	625.00	650.00	3,740.00
Straegic Planning		-	385.35	(385.35)			
Audit Expense	2,000.00	-	-	2,000.00			
Town Center Garden M	10,000.00	-	-	10,000.00			2,868.96
Square Gardens		-	-	-			
Special Projects	239,176.00	239,176.00	182,102.54	57,073.46		20,918.90	13,203.30
Air Museum		-	-	-			5,300.00
AR H.S. Coaches Clinic		-	-	-			17,250.00
Arts Live		-	-	-			
Bikes, Babes, & Bling		-	-	-			15,898.86
Bikes, Blues, & Hot Rods		-	-	-		445.00	8,489.17
Committee for Mardi Gras		-	-	-			1,404.03
DECA Marketing Fash. Show		-	-	-			1,350.00
H.S. Allstar Games		-	-	-			30,000.00
NWA Coaches Clinic		-	-	-			
Saturday of Champions		-	-	-		6,198.50	2,500.00
State Soccer Finals		-	-	-			
7A State Track Meet		-	-	-			1,500.00
Baseball & Softball Weekend		-	-	-			
Dickson St Music		-	-	-			
Duathlon		-	-	-			2,288.00
4 State Volleyball Classic		-	-	-			
Iron Pig Festival		-	-	-			
Joe Martin Stage Race		-	-	-			
Natl School Boards		-	-	-			2,257.26
Ozark Valley Triathlon		-	-	-			

See Accountants' Compilation Letter

Fayetteville A3 Commission  
 Stmt of Budget, Revenue and Expense-Modified Cash Basis  
 Month Ending June 30, 2011

	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	June Monthly Budget	June Monthly Actual	2010 Year To Date Actual
Fayetteville Night Jam		-		-			
Ozark Military Museum		-		-			
Solar Splash		-		-			5,000.00
TheatreSquared		-		-			19,871.86
Tri Sports Kid's & Family Triathlon		-		-			
NCAA Baseball Regional		-		-			10,000.00
NCAA Track Indoor		-		-			10,500.00
SEC Tennis Tournament		-		-			
SEC Men's & Women's Indoor		-		-			
SEC Softball Championships		-		-			2,000.00
Walton Arts Center		-		-			30,000.00
Misc Expense		-	57.74	(57.74)			(9,020.06)
Repair & Maintenance	75,000.00	26,000.00	38,086.59	36,913.41	4,000.00	3,383.11	9,822.11
Minor Equip	50,000.00	37,500.00	4,098.26	45,901.74	6,250.00	316.81	30,048.14
Depreciation Exp	20,000.00	9,990.00	-	20,000.00	1,665.00		
Bank Charges		-	191.16	(191.16)		15.93	18.94
Taxes & Licenses		-	-	-			9.56
Convention Development		-	9,514.93			4,417.08	
		-	-				
Unallocated Revenue	6,229.66	6,229.66	-	6,229.66			
<b>Total</b>	<b>2,245,243.41</b>	<b>1,282,481.66</b>	<b>1,178,046.43</b>		<b>195,845.00</b>	<b>262,886.36</b>	<b>1,204,828.33</b>

See Accountants' Compilation Letter



**Kit Williams**  
*City Attorney*

**Jason B. Kelley**  
*Assistant City Attorney*

**TO: Mayor Jordan**  
**A&P Commissioners**

**CC: Don Marr, Chief of Staff**  
**Casey Jones, Prosecuting Attorney**

**FROM: Kit Williams, City Attorney**

A handwritten signature in black ink, appearing to read 'Kit Williams', written over a horizontal line.

**DATE: August 3, 2011**

**RE: Overdue HMR collection efforts**

The Fayetteville City Prosecutor's Office collected **\$8,750.86** in July to bring its year-to-date total overdue HMR taxes collected to **\$28,793.16**. Four of the 20 cases were closed with full payment of the overdue HMR taxes.

**CLINTON K. JONES**  
CITY PROSECUTOR  
**BRIAN THOMAS**  
DEPUTY CITY PROSECUTOR



**MANDY FINKLEA**  
OFFICE ADMINISTRATOR  
E-mail: hotcheck@ci.fayetteville.ar.us  
PHONE: (479) 575-8377  
(479) 575-8378  
Hot Checks: (479) 575-8254  
FAX #: (479) 575-8373

**OFFICE OF CITY PROSECUTOR**

**MEMO**

**TO:** K. Williams  
Fayetteville City Attorney

**FROM:** Casey Jones  
Fayetteville City Prosecutor

**DATE:** August 2, 2011

**RE:** Status of Active HMR cases

A handwritten signature in black ink, appearing to be "Casey Jones", with a long, sweeping line extending from the end of the signature.

\* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

1.	Acambaro Four Business Closed	Jesus Socarro	Delinquent Balance: \$1,468.04 Active Criminal Summons
2.	Boars Nest BBQ	William D. Houston III Don W. Ray William M. Ray	Trial Date: 9/28/11 Trial Date: 9/28/11 Trial Date: 9/28/11 Delinquent Balance: -0-
3.	Brenda's Drive-In	Collin L. Wilkins	Delinquent Balance: -0- Active Criminal Summons
4.	Butcher Block Business Closed	Gary W. Bell	Delinquent Balance: \$1,871.28 Active Contempt of Court
5.	Chubber Sr's Chili Dog	John N. Martel	Letter Delinquent Balance: No Forms
6.	Dominoes Pizza Business Closed	Lloyd W. Hardison	Paid : \$200 Delinquent Balance: \$4,390.66 Pending FTA Warrant
7.	Elenitas	Elaine M. Reyes	Delinquent Balance: -0- Trial Date: 7/20/11 – Settled Case Closed
8.	Habibi	Michael S. Gumm	Active Criminal Summons Delinquent Balance: No Forms

9.	Hog Heaven, Inc.	Cynthia Haseloff	Letter Delinquent Balance: No Forms
10.	Hogwild Pizzeria Business Closed	David S. Mackey	Letter Delinquent Balance: \$1,330.00
11.	Mama Deans	Meneria D. Morrison Terry L. Morrison	Paid: \$769.64 Delinquent Balance: -0- Case Closed
12.	Northern Exposure	Kevin M. Laughlin	Paid: \$ 6,554.41 Delinquent Balance: -0- (Pd in Full)
13.	Seafood Market Bar/Grill Business Closed	Craig E. Dowd	Paid: -0- Delinquent Balance: \$4,642.60
14.	Shanghai Chinese and China Garden Businesses Closed	Hsiao L. J. Shen	Paid: -0- Delinquent Balance: \$3,090.00
15.	Shelton Tucker Craft American Legion Post #27	Don A. Foster Rodney L. York	Paid: \$295.54 Arraignment: 7/25/11 – Pending FTAS Active Criminal Summons Delinquent Balance: No Forms
16.	Soul Restaurant & Lounge Business Closed	Casey E. Dighero	Paid: \$150.00 Delinquent Balance: \$8,936.64
17.	Tiamo Italian Restaurant Business Closed	Saad E. Elsayy Shawn R. Wilkins	Paid: \$ 781.27 Delinquent Balance: -0- ((Pd. In Full)
18.	Uncle Gaylord's Business Closed	Hiram F. Brandon	Letter Delinquent Balance: No Forms
19.	Willy D's	William D. Houston III Don W. Ray William M. Ray	Trial Date: 9/28/11 Trial Date: 9/28/11 Trial Date: 9/28/11 Delinquent Balance: -0-
20.	WOW Japanese Bistro Business Closed	Chong N. Kim	Delinquent Balance: \$2,042.00 Pending FTA Warrant

**TOTAL: 8,750.86**



# CLINTON HOUSE MUSEUM

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## MONTHLY REPORT

**JULY 2011**

The Clinton House Museum had a total of 303 visitors in June. We also have a new Walking Tour (see attached) to better serve our guests.

## MUSEUM ACTIVITIES AND EVENTS:

June 15<sup>th</sup> – Press Conference – Unveiling of Fayetteville Guide – The Clinton House is featured on pages 7 & 8 of the new guide and honored Fayetteville faces include:

Kyle Kellams, Radio Personality - Ozarks at Large on KUAF  
Dr. Goodwin-Charles Ogbeide, UA Professor and Coordinator of Lights of the Ozarks  
Sonia Davis Guterrez, Founder of New Design School  
Benjamin Del Shreve, Musician  
Ed Knight, Owner of Penguins Ed's Bar-b-que

June 17<sup>th</sup> – Baby Shower – 30 attendees

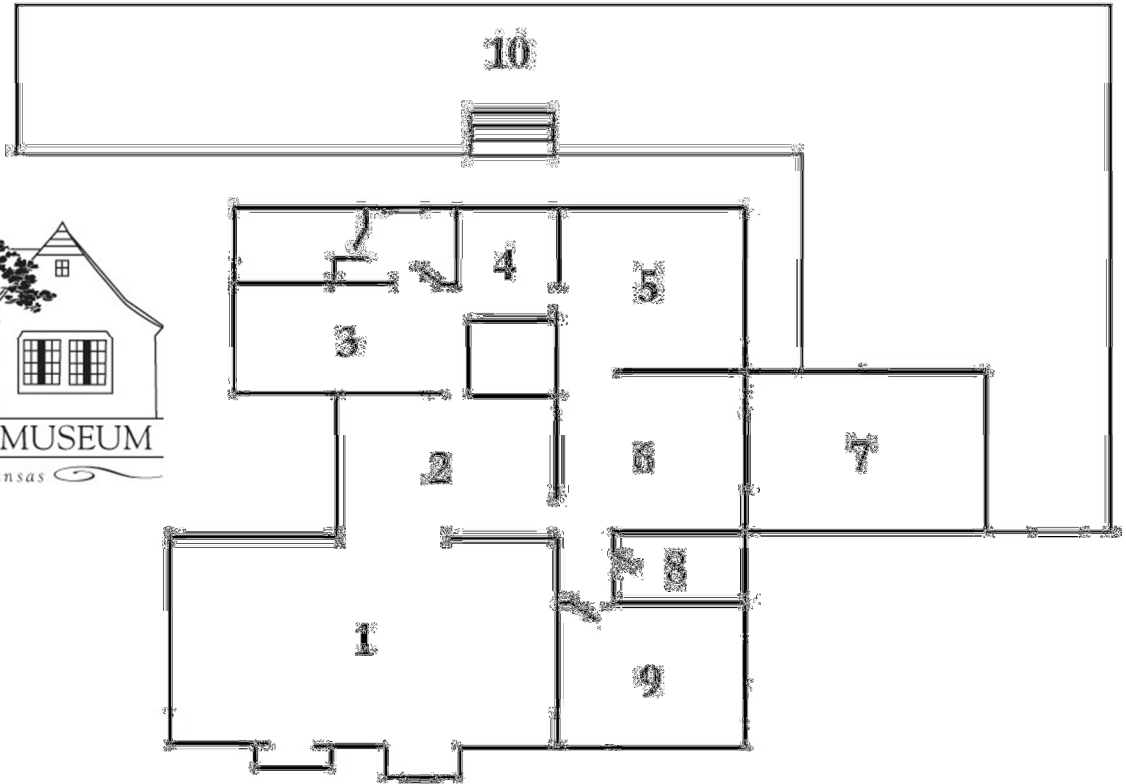
June 18<sup>th</sup> – Washington County Historical Society, Quarterly Meeting – 35 attendees

## UPCOMING EVENTS:

August 19<sup>th</sup> – Bill's 64<sup>th</sup> birthday 5pm – 7pm. We will be offering Free Admission all day, Birthday cake will be served in addition to Bills Favorite Snacks - Moon Pies, Peanuts, and RC Cola. Music will be provided by the Saxophone Quartet of the Arkansas Winds.

August 29<sup>th</sup> - September 9<sup>th</sup> – “Civil War Arkansas 1861-1865”, Arkansas Sesquicentennial Commission Traveling Exhibit. In cooperation with the Old State House Museum and the Arkansas Humanities Council, the exhibit includes a timeline and dozens of images of people, places and battles in Arkansas.

# Clinton House Museum Walking Tour



1. Bill and Hillary were married in the living room in 1975, which features a replica of Hillary's wedding gown and displays of the home's previous owners. The inglenook fireplace classically styling the English Tudor architecture was tiled by Bill himself.
2. Referred to by the Clinton's as the "War Room", this formal dining room was used as an office and was Campaign Headquarters for the 1976 Attorney General Campaign.
3. The Kitchen has been painted back to Hillary's choice of bright orange. The sparingly used kitchen was complete with harvest gold appliances and removed cabinet doors, a popular fad of the time.
4. Bill Clinton once hung wallpaper (quite unsuccessfully) in this tiny breakfast nook. The 1970s decor of the "mod" kitchen was complimented in the wallpaper. Pictures in this nook include Bill's lifelong mentor, Senator J. William Fulbright, Robert Leflar, the namesake of the University of Arkansas' Leflar School of Law, Bill's rental home, designed by E. Faye Jones – the Fayetteville architect who was the prodigy of Frank Lloyd Wright, and an autographed copy of Miller Williams' 1996 Inaugural Poem.
5. The Clintons casually referred to this as the "Rec Room". This room, a relaxing informal living area, was used to play board games. Clue and Scrabble were two of their favorites.
6. The "Library" was stacked floor to ceiling with books on cinder blocks and 2x4's. Domestic and International Maps show visitors from all over the world. Take a moment to "put a pin" in the place you call home.
7. Originally a screened in porch; Bill dragged the bedroom mattress out here to sleep in the summer because the house didn't have air-conditioning at the time...humble beginnings for a President and a Secretary of State.
8. The bathroom features the original tile flooring and pedestal sink from the 1930s.
9. The Master Bedroom includes Bill's Handwritten Speeches, Campaign Commercials, and original wallpaper in the closet. You can even see the nails that Bill hung in the closet for his neckties.
10. The back door leads to the First Ladies Garden. Dedicated by Bill in 2010, this Garden features the favorite flowers of each and every First Lady of the United States from Martha Washington to Michelle Obama.

## Fayetteville Visitor Center - 2011 Sales & Visitor Count

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
<b>Sales Totals</b>	\$854.92	\$1,262.24	\$2,450.88	\$5,220.72	\$7,370.00	\$6,356.51	\$5,707.79					
<b>2010 Totals</b>	\$557.65	\$354.29	\$745.44	\$2,166.24	\$2,296.32	\$2,360.35	\$3,516.20	\$3,557.59	\$2,680.20	\$2,889.62	\$2,515.90	\$5,694.64
<b>% Change</b>												
<b>from 2010</b>	53.3%	256.3%	228.8%	141.0%	220.9%	169.3%	62.3%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%

<b>Visitor Count</b>	295	238	691	1301	1454	1463	1441					
<b>2010 Totals</b>	213	209	432	901	945	1,062	1,378	1,304	1,049	1,145	816	754
<b>% Change</b>												
<b>from 2010</b>	38.50%	13.88%	59.95%	44.40%	53.86%	37.76%	4.57%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

2011 Goal = \$30,000/year or \$2,500/month

<b>2010 Totals</b>		<b>2011 Totals</b>	
Sales	\$29,334.44	Sales	\$29,223.06
Visitors	10208	Visitors	6,883

*% Change = divide the difference between the two numbers by the 2010 number  
then move the decimal two spaces right*

2010 monthly sales average=	\$2,444.54
2010 monthly visitor average=	851
2010 sales per visitor =	\$2.87

2011 monthly sales average=	\$4,174.72
2011 monthly visitor average	983
2011 sales per visitor =	\$4.25

# *Inquiries Tabulated by Source/Mode*

**From: 7/1/2011 To: 8/2/2011**

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*NOTE: This report shows only active modes and sources, and can only display the first nine active modes defined in your system.*

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Source	Mode				Totals
	800 Number	e-mail	Formatted - Bulk	Formatted - First CI	
@ Website	1	6	0	138	145
Midwest Living	0	0	275	0	275
Travel Guides Free	0	0	124	0	124
Travel Information.com	0	0	217	0	217
UA Graduate School	0	0	1	148	149
Where to Retire	0	0	53	0	53
Totals:	1	6	670	286	963

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## **Fayetteville Convention & Visitors Bureau**

21 S. Block, Suite 100 ~ Fayetteville, AR 72701

Phone: (800) 766-4626, (479) 521-5776 ~ Fax: (479) 571-4731 ~ info@experiencefayetteville.com ~ Web:

www.experiencefayetteville.com

[illegible]

## Sales Leads by Date Issued

### July 2011

	Meeting Dates	Decision Date	Attend	Peak	Rooms	\$ Value
Arkansas Recreation and Parks Association Annual Conference	04/12/2011 04/14/2011		50	25	30	15,570
Junquers Travel	10/12/2011 10/12/2011	10/01/2011	40	0	0	4,152
<b>Sub-Total for July</b>	<b>2 Meetings</b>		<b>90</b>		<b>30</b>	<b>\$19,722.00</b>
<b>GRAND TOTAL</b>	<b>2 Meetings</b>		<b>90</b>	<b>30</b>	<b>\$19,722.00</b>	

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## Definite Bookings By Booking Date

### *July 2011*

	Meeting Dates	Attnd	Peak	Rooms	\$ Value
Boone County Master Gardener's	07/08/2011 07/08/2011	35	0	0	3,633
Labette Bank Golden Adventure Club	07/22/2011 07/22/2011	55	0	0	5,709
UA Volleyball Arkansas Invitational	08/26/2011 08/28/2011	200	0	0	62,280
Junquers Travel	10/12/2011 10/12/2011	40	0	0	4,152
Men's Expo	03/09/2012 03/11/2012	0	0	0	0
Arkansas Activities Association All Star Week	06/18/2012 06/21/2012	2,000	250	750	830,400
Arkansas Activities Association Arkansas High School Coaches Clinic	06/19/2012 06/21/2012	1,500	250	500	467,100
<b>Sub-Total for July</b>	<b>7 Meetings</b>	<b>3,830</b>		<b>1,250</b>	<b>\$1,373,274</b>
<b>GRAND TOTAL</b>	<b>7 Meetings</b>	<b>3,830</b>		<b>1,250</b>	<b>\$1,373,274</b>

## Lost Business By Sales Manager

### MARLO

#### July 2011

	Meeting Dates	Attend	Peak	Rooms	\$ Value
UA Track and Field	05/22/2012	500	250	1,250	311,400
NCAA Outdoor Track Regionals	05/27/2012				
Reason: Conflict with date					
<b>Sub-Total for July</b>	<b>1 Meetings</b>	<b>500</b>		<b>1,250</b>	<b>\$311,400.00</b>
<b>Sub-Total for MARLO</b>	<b>1 Meetings</b>	<b>500</b>		<b>1,250</b>	<b>\$311,400.00</b>

### SHELLY

#### July 2011

	Meeting Dates	Attend	Peak	Rooms	\$ Value
National Rural Electric Cooperative Association	10/20/2014	1,350	725	1,630	560,520
Region 8&10 Meeting	10/23/2014				
Reason: Insufficient meeting space					
<b>Sub-Total for July</b>	<b>1 Meetings</b>	<b>1,350</b>		<b>1,630</b>	<b>\$560,520.00</b>
<b>Sub-Total for SHELLEY</b>	<b>1 Meetings</b>	<b>1,350</b>		<b>1,630</b>	<b>\$560,520.00</b>
<b>GRAND TOTAL</b>	<b>2 Meetings</b>	<b>1,850</b>		<b>2,880</b>	<b>\$871,920.00</b>



# Convention Calendar

Meeting Dates		Attendance/ Peak/Rooms Headquarters		
August 2011				
8/20/2011	Good to Go with Patti Beth	45	0	0
8/20/2011				
8/26/2011	USSSA	400	50	100
8/28/2011	National Slow Pitch Tournament		Holiday Inn Express	
8/26/2011	UA Volleyball	200	0	0
8/28/2011	Arkansas Invitational		Candlewood Suites	
September 2011				
9/2/2011	UA Football**	72,000	2,000	4,000
9/4/2011	Home Football Games			Citywide
9/3/2011	Hispanic Caucus	200	50	100
9/4/2011	Fall Conference		Multiple Hotels	
9/16/2011	UA Football**	72,000	2,000	4,000
9/18/2011	Home Football Games			Citywide
9/26/2011	Arkansas Activities Association	100	20	40
9/28/2011	Womens' 7A State Golf Championships		Multiple Hotels	
9/28/2011	GMS Group**	100,000		
10/1/2011	Bikes, Blues, and Hot Rods Too			
9/28/2011	Bikes, Blues, BBQ**	300,000	2,000	7,000
10/1/2011				Citywide
October 2011				
10/3/2011	Arkansas Activities Association	100	20	40
10/5/2011	Men's 7A State Golf Championships		Multiple Hotels	
10/7/2011	UA Football**	72,000	2,000	4,000
10/9/2011	Home Football Games			Citywide
10/12/2011	Junquers Travel	40	0	0
10/12/2011				
10/14/2011	Chile Pepper Run**	8,000	500	500
10/15/2011				Citywide
10/14/2011	National Federation of the Blind - Arkansas Chapter	100	15	30
10/16/2011	State Conference		Clarion	
10/15/2011	Fayetteville Art Beats and Eats	5,000	0	0
10/16/2011				
10/17/2011	Arkansas Activities Association	200	40	40
10/18/2011	Men's & Women's 7A State Tennis Championships		Multiple Hotels	
10/19/2011	TraveLink	50		0
10/21/2011			Clarion	
10/21/2011	UA Chemistry & Biochemistry	500	90	90
10/22/2011	Undergrad Reserach Conference (INBRE)		Cosmopolitan Hotel	

# Convention Calendar

Meeting Dates		Attendance/ Peak/Rooms Headquarters		
October 2011				
10/25/2011	Sweet Magnolia Tours	50	0	0
10/27/2011				
10/28/2011	California Oregon Symposium Symposium	50		
10/30/2011				

# Fayetteville Town Center, Manager's Activity Report

July 1, 2011 to July 31, 2011

## Sales:

	<b>JULY 2010 (base)</b>	<b>JULY 2011</b>	<b>Month % Change</b>	<b>YTD 2010</b>	<b>YTD 2011</b>	<b>YTD % Change</b>
<b>Sales</b> (# returned contracts by log date – GL)	20	16	(20%)	122	112	(8%)
<b>Complete Events</b> (Paid/Sponsored) (EMS Calendar - attached)	16	18	6%	127	117	(8%)
<b>Sales</b> (\$ returned contracts by log date – GL)	\$48,318.11	\$31,475.00	(35%)	\$205,703.06	\$181,747.87	(12%)
<b>Collections</b> ** (\$ - Payment Log)	\$35,654.27	\$33,378.12	(6%)	\$231,227.67	\$218,509.59	(5%)
<b>\$ Executed Contracts</b>	\$23,956.11	\$18,475.00	(22%)	\$217,202.11	\$225,996.00	(6%)
<b>Credit</b> (\$ - GL)	-0-	-0-	NA	-0-	-0-	NA
<b>Average per event</b> (\$ Sales / # Sales)	\$2,415.91	\$1,967.19	(19%)	\$1,686.09	\$1,622.75	(3%)

\*\* We have collected 53% of our annual sales goal.

## Operations Items:

- Routine maintenance and repairs.

## Marketing, Sales and Public Relations:

- Working on booking events in 2012.
- Average amount of contracts for July was \$1,319.64.

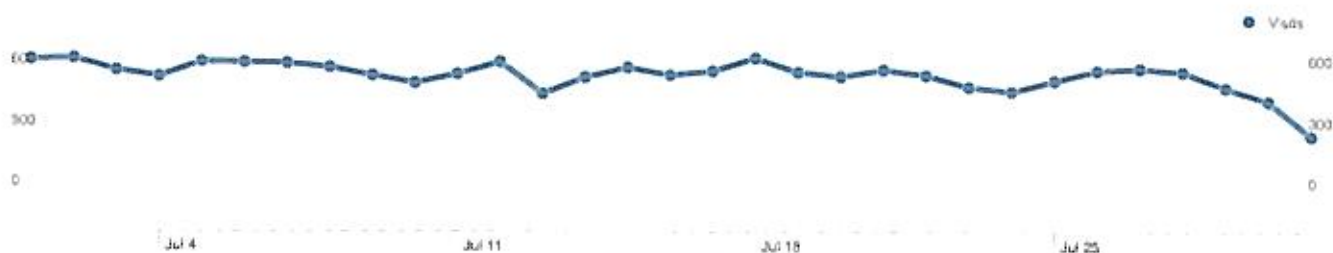
## Event List:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• July 1 – Cloutier Reception</li> <li>• July 2 – Gema's 15<sup>th</sup> Birthday</li> <li>• July 2 – Lourdes 50<sup>th</sup> Anniv. Party</li> <li>• July 3 – Gray Reception</li> <li>• July 9 – Guinn Reception</li> <li>• July 9 – McClure Reception</li> <li>• July 12 – Arkansas Support Network</li> <li>• July 16 – Allen Reception</li> </ul> | <ul style="list-style-type: none"> <li>• July 20 – Fayetteville Library</li> <li>• July 23 – Butler Reception</li> <li>• July 25 – Smart Step Literacy</li> <li>• July 26 – Smart Step Literacy</li> <li>• July 27 – Smart Step Literacy</li> <li>• July 28 – Smart Step Literacy</li> <li>• July 28 – Chi Alpha</li> <li>• July 30 – Ronnie Brewer</li> </ul> |
|--|--|

## Dashboard

Jul 1, 2011 - Jul 31, 2011

Comparing to: Site



## Site Usage

15,945 Visits

48.12% Bounce Rate

52,638 Pageviews

00:02:29 Avg. Time on Site

3.30 Pages/Visit

80.20% % New Visits

## Traffic Sources Overview



- Search Engines  
6,913.00 (43.36%)
- Referring Sites  
4,525.00 (28.38%)
- Direct Traffic  
4,507.00 (28.27%)

## Content Overview

Pages	Pageviews	% Pageviews
/	12,129	23.04%
/play.php	7,351	13.97%
/calendar.php	3,614	6.87%
/vguide.php	1,798	3.42%
/visitors.php	1,599	3.04%

## Comparison to Previous Year

July 2011 Visits: 15,945

July 2010 Visits: 11,142

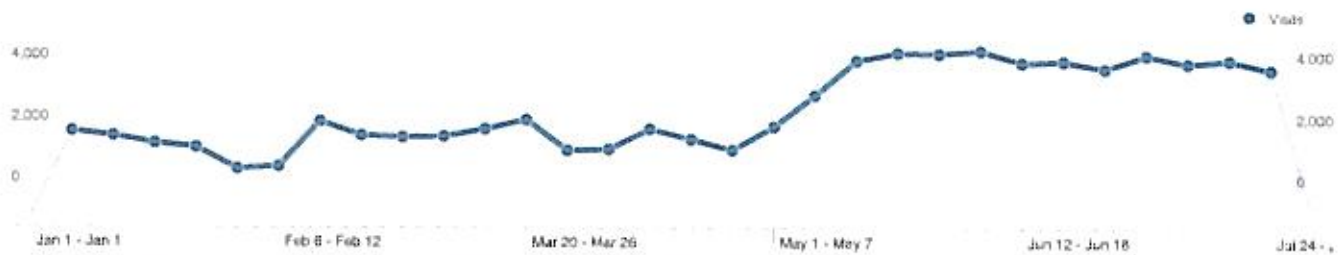
January-July 2011 Visits: 78,587

January-July 2010 Visits: 60,149

## Dashboard

Jan 1, 2011 - Jul 31, 2011

Comparing to: Site



## Site Usage

78,587 Visits

44.93% Bounce Rate

269,962 Pageviews

00:02:39 Avg. Time on Site

3.44 Pages/Visit

78.14% % New Visits

## Traffic Sources Overview



- Search Engines  
35,566.00 (45.26%)
- Referring Sites  
22,712.00 (28.90%)
- Direct Traffic  
20,309.00 (25.84%)

## Content Overview

Pages	Pageviews	% Pageviews
/	52,012	19.27%
/play.php	32,955	12.21%
/calendar.php	20,519	7.60%
/vguide.php	14,310	5.30%
/stay.php	8,812	3.26%



## Site Usage

1,014 Visits

36.88% Bounce Rate

3,166 Pageviews

00:01:50 Avg. Time on Site

3.12 Pages/Visit

76.43% % New Visits

## Traffic Sources Overview



Search Engines  
659.00 (64.99%)  
 Referring Sites  
235.00 (23.18%)  
 Direct Traffic  
120.00 (11.83%)

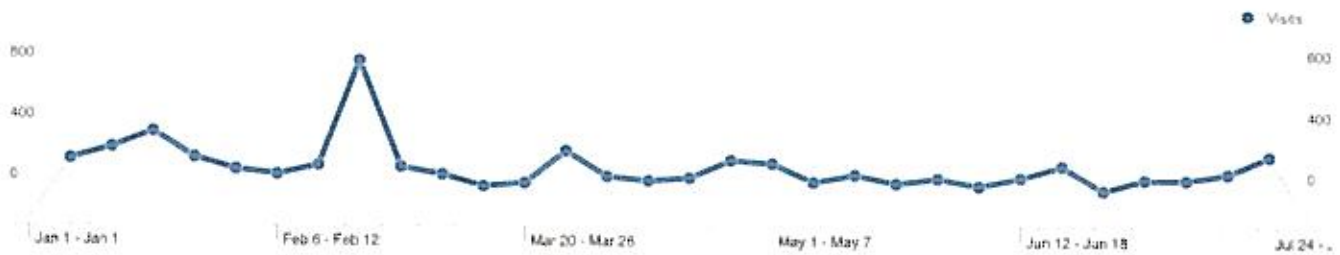
## Content Overview

Pages	Pageviews	% Pageviews
/NaN	2,815	88.91%
/	86	2.72%
/wedding.shtml	43	1.36%
/about.shtml	33	1.04%
/faq.shtml	30	0.95%

## Comparison to Previous Year

July 2011 Visits: 1,014  
 July 2010 Visits: 737

January-July 2011 Visits: 7,797  
 January-July 2010 Visits: 6,849



## Site Usage

7,797 Visits

34.09% Bounce Rate

25,353 Pageviews

00:01:44 Avg. Time on Site

3.25 Pages/Visit

76.75% % New Visits

## Traffic Sources Overview



- Search Engines  
5,662.00 (72.62%)
- Referring Sites  
1,319.00 (16.92%)
- Direct Traffic  
816.00 (10.47%)

## Content Overview

Pages	Pageviews	% Pageviews
/NaN	24,501	96.64%
/	243	0.96%
/wedding.shtml	88	0.35%
/about.shtml	76	0.30%
/index.shtml	66	0.26%



## Site Usage

502 Visits

24.30% Bounce Rate

1,098 Pageviews

00:00:58 Avg. Time on Site

2.19 Pages/Visit

89.24% % New Visits

## Traffic Sources Overview



■ Search Engines  
254.00 (50.60%)

■ Referring Sites  
203.00 (40.44%)

■ Direct Traffic  
45.00 (8.96%)

## Content Overview

Pages	Pageviews	% Pageviews
/	539	49.09%
/home.html	512	46.63%
/Timeline.html	47	4.28%

## Comparison to Previous Year

July 2011 Visits: 502  
July 2010 Visits: 2,737

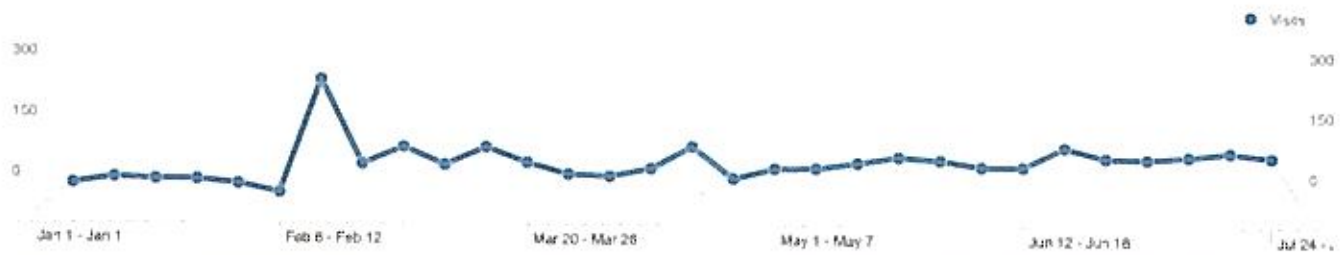
January-July 2011 Visits: 3,087  
January-July 2010 Visits: 5,042



## Dashboard

Jan 1, 2011 - Jul 31, 2011

Comparing to: Site



## Site Usage

3,087 Visits

27.21% Bounce Rate

6,579 Pageviews

00:01:04 Avg. Time on Site

2.13 Pages/Visit

89.93% % New Visits

## Traffic Sources Overview



- Referring Sites  
1,396.00 (45.22%)
- Search Engines  
1,385.00 (44.87%)
- Direct Traffic  
306.00 (9.91%)

## Content Overview

Pages	Pageviews	% Pageviews
/	3,190	48.49%
/home.html	3,073	46.71%
/Timeline.html	309	4.70%
/www.clintonhousemuseum.org	3	0.05%
/translate_c?hl=ro&langpair=enl	1	0.02%